

## Exhibit J

UNITED STATES DISTRICT COURT  
EASTERN DISTRICT OF MICHIGAN

THE WEATHER UNDERGROUND, INC., )  
a Michigan Corporation, )  
 )  
Plaintiff, )  
 )  
vs. ) Case No. 2:09-CV-10756  
 )  
NAVIGATION CATALYST SYSTEMS, ) Volume I  
INC., a Delaware corporation; )  
BASIC FUSION, INC., a Delaware )  
corporation; CONNEXUS CORP., a )  
Delaware corporation; and )  
FIRSTLOOK, INC., a Delaware )  
corporation, )  
 )  
Defendants. )  
\_\_\_\_\_ )

- CONFIDENTIAL - UNDER SEAL -

DEPOSITION OF ARTHUR V. SHAW  
Los Angeles, California  
Wednesday, June 8, 2011

Reported by: Linda D. White  
CSR No. 12009  
NDS Job No.: 142760

1 merger; is that correct?

2 A. (Witness nods head.)

3 Q. You have to answer yes or no.

4 A. I'm sorry.

5 Q. Just because they have to take it down.

6 A. Yes, you're correct. Say that again.

7 Will you repeat that, please.

8 Q. This is the Connexus Organizational Chart  
9 in December of 2009, which would have been several  
10 months before the merger agreement was signed?

11 A. Correct.

12 Q. And I presume that during December of  
13 2009, that you would have been engaged in some  
14 discussions with Epic Advertising about that deal?

15 A. Yes.

16 Q. All right. Tell me a little bit about how  
17 that came to pass.

18 Were you directly involved in the initial  
19 discussions concerning the Epic Advertising deal?

20 A. Yes.

21 Q. Who found who?

22 A. We were introduced by bankers to each  
23 other.

24 Q. All right. And what is the approximate  
25 time frame there? In 2009 sometime?

1           A.    I believe we were originally introduced,  
2 perhaps an estimate would be a year prior and -- in  
3 other words, at the end of 2008, and then  
4 reacquainted in late 2009.

5           Q.    All right.

6           A.    And I believe it was predominantly the  
7 bankers, the head of Epic Advertising and myself,  
8 head of Connexus.

9           Q.    All right. And so in late December 2009,  
10 there's an organizational chart, and it looks a  
11 little bit different. If we could take a look at  
12 that.

13                   As we've indicated, it looks like  
14 Matchpoint's gone at this point?

15           A.    Correct.

16           Q.    And Mr. Pirrone has had his title change  
17 in the last -- in the intervening seven or eight  
18 months. To that of chief administrative officer.  
19 Is that accurate?

20           A.    Correct.

21           Q.    What was that change all about? He went  
22 from general counsel to chief administrative officer  
23 of Connexus?

24           A.    He had essentially taken over HR office  
25 management. And so it was more of a recognition of

ERRATA SHEET

If any corrections to your deposition are necessary, indicate them on this sheet, giving the change, page number, line number and reason for change.

PAGE LINE FROM TO  
14 12 2005 2004

Reason Correction

46 ~~22~~ 22 Levinschem Levinson

Reason Misspelling of name

46 23 Harman Harman

Reason Misspelling of name

47 6, 9, etc. Ideal Idea

Reason Misspelling of name

89 2 Comp Corp ComScore

Reason Incorrect

96 18 here year

Reason Incorrect

98 11 Defrankel DiFranco

Reason misspelling

Reason

Reason

Reason

Reason

Signature of Deponent Date 7/18/11